



April 17, 2020

**California Cut Flower Commission to be Suspended  
Based Upon Outcome of Producer Referendum**

**TO ALL CALIFORNIA CUT FLOWER PRODUCERS:**

In a recent referendum conducted by the California Department of Food and Agriculture (Department) to consider the continuation of the California Cut Flower Commission (Commission), the state’s cut flower producers voted in opposition of continuing the operations of the Commission. Such a referendum is required to be to be conducted every five years according to the Commission Law. In order for the operations of the Commission to continue, a majority of the eligible producers participating in the referendum must vote in favor of continuation. However, this criteria was not achieved in this referendum, as only 41.7 percent of the producers participating in the referendum favored continuation. Following is a summary of the final referendum tally:

<b>Participation</b>	
Number of valid ballots received during the referendum	<b>36</b>
Total number of eligible producers who were issued a ballot	<b>44</b>
Percentage of eligible producers who participated in the referendum	<b>81.8%</b>
<b>In Favor of Continuation</b>	
Number of producers who voted in favor of continuation	<b>15</b>
Percentage of producers who voted in favor of continuation	<b>41.7%</b>
<b>Opposed to Continuation</b>	
Number of producers who voted in opposition of continuation	<b>21</b>
Percentage of producers who voted in opposition of continuation	<b>58.3%</b>

Since the outcome of this referendum does not meet the criteria set forth in the Commission Law for continuation, the operations of the Commission will be suspended at the end of the Commission’s current marketing year, which is December 31, 2020. It will now be the responsibility of the Commission’s Board of Directors to develop and direct a plan for winding down the affairs of the Commission by year’s end.

If you have questions regarding this referendum, please call Ben Kardokus of the Department’s Marketing Branch at (916) 900-5018. If you have questions regarding the wind down of the Commission, please call Dave Pruitt, CEO of the California Cut Flower Commission, at (916) 441-1701.

Sincerely,

Joe Monson, Branch Chief  
Marketing Branch

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